PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Earl Herald DATE: February 10, 1989

FROM: Jerry Isaacs

SUBJECT: Request for Consumer Test Cigarettes - Art/Ad Pack

CONFIDENTIAL

Please arrange to have the following shipped to Marketing Information Systems, Inc., as soon as possible. This product is for an Art ad/pack extended use test.

1) 450 Cartons of Merit Free (ART) Flavor Low Kings non-menthol.
2) 300 Cartons of Merit Free (ART) Flavor Low Kings menthol.
3) 300 Cartons of Merit Free (ART) Ultra Low Kings non-menthol
4) 300 Cartons of Merit Free (Control) Flavor Low non-menthol. To distinguish this package from the ART product, it will be necessary to put a small red → ~~blue~~ dot on the pack. This dot can be placed on the cellophane where the UPC symbol would usually be found.

5) 450 Cartons of Next (ART) Flavor Low Kings non-menthol.
6) 300 Cartons of Next (ART) Flavor Low Kings menthol.

All of the above cigarettes should be packaged in white 10 pack cartons.

The address for shipping is:

Marketing Information Systems, Inc.
100 Sylvan Avenue
Englewood Cliffs, NJ 07632
Attention: Zack Apkarian

Please advise me regarding the schedule for fulfilling this request.

Your assistance is appreciated.

Jerry

JI:tdl
21089JI

cc: C. Bates, K. Eisen, C. Levy, K. Miller, B. Schuyler, L. Suwarna, J. Whitman

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Source: https://www.industrydocuments.ucsf.edu/docs/mxlm0000